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**PROCEEDINGS
ONE DAY INTERDISCIPLINARY
NATIONAL CONFERENCE
ON INDIAN ECONOMY IN 21ST CENTURY
ISSUES & CHALLENGES
2nd MARCH 2015**



- Chief Editor : Prof. Virag Gawande
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MAHATMA JYOTIBA FULE ARTS, COMMERCE & SCIENCE MAHAVIDYALAY, BHATKULI.**



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Indian Agricultural Marketing

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Abstract:

The present paper puts a strong emphasis on the Indian Agricultural Marketing. It provides goods for consumption and exports and manufacturing sector. Its system should be designed so as to give correct prize or return to the efforts of the tiller of the soil. In India, the organized marketing of farming commodities has been promoted during a system of regulated markets. The upcoming on of regulated markets has helped in mitigating the market handicaps of manufacturer/ wholesaler at the wholesale assembling level. Market information is a means of growing the effectiveness of marketing system and promoting improved prices information. It covers the services involved in moving an agricultural product from the farm to the consumer. Indian Agriculture has directly or indirectly continued to be the source of livelihood to majority of the population. India predominantly an agricultural financial system has strong signs of transformation which brings out past and present circumstances of agricultural marketing prevailing in India.

Keywords: Marketing, Agriculture Consumer.

Introduction:

The globalization has brought drastic changes in India across all sectors and it is more so on agriculture, farmers and made a deep impact on agricultural marketing. Agricultural marketing is basically because of majority of Indians are farmers. There are several challenges involved in marketing of agricultural produce. There is limited access to the market information, literacy level among the farmers is low, multiple channels of distribution that eats away the pockets of both farmers and consumers. In short, it has so money challenges and threats like, turbulence, uncertainty, competitiveness, apart from compelling them to adapt to changes arising out of technologies.

In India, the organized marketing of agricultural commodities has been promoted through a network of regulated market's. India's prosperity depends upon the agricultural prosperity. Agricultural marketing involves many operations and process through which the food and raw materials move from the cultivated farm to the final customers. Agriculture is the backbone of Indian economy. Around 85 % of population is directly or indirectly dependent on agriculture and almost 26 percent of India's GDP comes from agriculture. 90 million farmers are dwelling in 6.25 lac villages producing more than 200 MT of food grains

feeding the country. Agricultural marketing covers the series involved in moving an agricultural product from to the consumer.

Agricultural marketing systems are dynamic; they are competitive and involve continuous change and improvement. Agricultural marketing has to be customer- oriented and has to supply the farmer, transporter, trader, processor etc with a profit. It requires those involved in marketing chains to understand consumer requirement both in terms of product and business conditions. It may be defined as the commercial functions involved in transferring agricultural products consisting farm horticulture and other allied products from producer to consumer. It may be cleared as the profitable functions involved in transferring agricultural products from producer to consumer. In other words, Agricultural marketing also reflect another dimension from supply to produce from rural to rural, rural to urban and from rural to industrial consumers. There are several complexities involved in agricultural marketing as marketing agricultural produces involves elements of risk like perish ability and it again depends on the type of produce. If the agricultural produce happens to be a seasonal one it involves another kind of risk.

Market information is an important facilitating function in the agricultural marketing system. It facilitates marketing decision, regulates the competitive market process and simplifies marketing mechanism. In short, market information means increasing the efficiency of marketing system and promoting improved price formation.

Aims and Objectives of the study:

The present research work deals with following aims and objectives:

1. To highlight the concept of farming in marketing.
2. To specify the outline of agricultural marketing.
3. To know the Indian situation of FDI in Agriculture trade marketing.

Research Methodology:

From the published information and statistical data from various five years plans by planning commission of India were compiled and studied. Relevant books, articles, magazines research papers and website was all part of literature review.

Present constraints in the system:

The aspire of state regulation of agricultural markets was to protect farmers from the exploitation of intermediaries and traders and also to ensure better prices and timely payment for their produces. However, it also acquired the status of respective and monopolistic markets providing no help in direct and free marketing, organized retailing and smooth raw

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material supplies to agro industries. In present period, Exporters, processors and retail chair operators cannot procure directly from the farmers as the products is required to be channelized through regulated markets and licensed traders.

Require for development:

The agriculture segment needs well functioning markets to drive growth, employment and economic prosperity in rural areas of India. Large venture are required for the development of post-harvest and cold chain infrastructure nearer to the farmer's field. In this way a major portion of this investment is expected from the private sector, for which an appropriate regulatory to suitability amend their respective APMC Acts for deregulation of the marketing system in India to promote investment in marketing infrastructure. The department of Agricultural and co-operation also formulated a model law on agricultural marketing for guidance and adoption by the state governments. The model legislation provides for the establishment of private markets for direct sale and promotion of public-private partnership (PPP) in the management and development of agricultural markets in India.

Concluding Remarks:

Thus, the issues in agricultural marketing such as Contract Farming, Group Marketing, Modern Terminal Market, Private Wholesale Markets, Public Private Partnership, Direct Marketing etc. needs to be popularized by conducting the Training and Awareness Programmers on massive scale on the lines of Market Infrastructure Scheme and Rural Godown Schemes. Encouragement of these initiatives will help in total supply chain management.

This paper mainly focused on the research of the customer classification and prediction in Customer Relation Management concerned with data mining based on Naive Bayesian classification algorithm, which have a try to the optimization of the commerce process.

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